

STRAIGHT TALK 2016

Small Business Education,
Training, Counseling, Networking

CONFERENCE

Continental breakfast provided by the
Erie County Industrial Development Agency



Saturday, January 23, 2016

Buffalo Niagara Convention Center

Pre-paid: \$20

Day of event: \$25

Student: \$10 (I.D. required)

Veterans: FREE (I.D. required – DD 214)

Sorry, no refunds.



Agenda

- 8:00 am - 8:30 am **Registration / Breakfast / Networking**
- 8:30 am - 9:00 am **Conference Introduction**
- 9:00 am - 10:00 am **Business Basics:
Introductory Session**
- 10:00 am - 10:45 am **NETWORKING with Vendors
& Lenders**
- 10:50 am - 11:50 am **First Seminar Choice**
- 12:00 pm - 1:00 pm **Second Seminar Choice**

**All seven seminars will be held
during each time slot**



FREE PARKING

Available at the Robert D. Fernbach
Parking Ramp (corner of Franklin & Court)

SPECIAL GUESTS INVITED

Erie County Executive Mark Poloncarz
City of Buffalo Mayor Byron Brown
SBA Administrator Maria Contreras-Sweet
SBA Regional Administrator Kellie LeDet



PROGRAM

INTRODUCTORY SESSION: BUSINESS BASICS

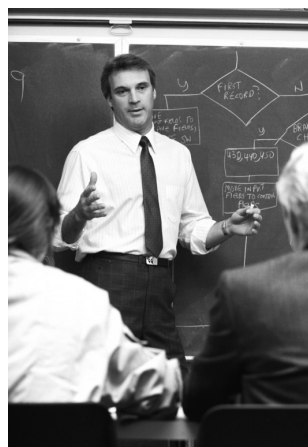
What you need to get started or expand: business plans and the other key parts of successful business strategy.

**SEMINAR 1:
MAKE YOURSELF CREDIT WORTHY**
Strategies to address credit concerns.
How to build a good financial track record.

**SEMINAR 2: ACCESSING
BUSINESS OPPORTUNITIES THROUGH SBA
8(a), DBE AND MWBE CERTIFICATION**
Understand the program requirements; how to apply;
and opportunities available through Federal, State and
County business certifications.

SEMINAR 3: SHOW ME THE MONEY!
How to apply for a small business loan. How to obtain
financial assistance and help.

**SEMINAR 4:
BUSINESS ASSISTANCE
FOR VETERANS**
An overview of how to evaluate your start-up position,
build a solid business plan, understand financial realities,
succeed in taking advantage of government sourcing opportunities
and achieving lasting success in your business ventures.



*SBA's participation in this event is not an endorsement of views, opinions, products or services of any other person or entity. *All SBA programs are extended to the public on a nondiscriminatory basis.

*Reasonable arrangements for persons with disabilities will be made, if requested at least 2 weeks in advance. Contact SBA, 540 Niagara Center, 130 S. Elmwood Avenue, Buffalo, NY 14202, (716) 551-4301.



SEMINAR 5: NAVIGATING YOUR BUSINESS THROUGH TAXES & PERMITS

Starting your business the right way. Do you know if your business is required to get a permit, license or registration with the City of Buffalo or the NYS Department of Taxation and Finance? Come to this seminar and you will get the answers.

SEMINAR 6: WE DID IT! YOU CAN TOO!
Successful small business owners share their stories, inspiration, survival tips, and the ups and downs of their business success.

**SEMINAR 7: MARKETING YOUR SMALL
BUSINESS**
One of the greatest needs of a small business is to understand marketing strategies. Learn about cost effective strategies and tactics that work.

REGISTER TODAY!

**PLAN ON ATTENDING INTRODUCTORY SESSION, BUSINESS
BASICS, AND SIGN UP FOR 2 ADDITIONAL SEMINARS.**

In celebration of 20 years, the first
300 pre-registered paid attendees
will receive a Straight Talk gift bag.



REGISTER ONLINE:

www.WNYSTRAIGHTTALK.org

OR



MAIL YOUR CHECK

payable to **SCORE Buffalo Niagara to:**
**SCORE • 130 South Elmwood Avenue, Suite 540
Buffalo, NY 14202**

YOUR ADMISSION INCLUDES:

FREE ATTENDANCE

at our 8 follow-up Straight Talk Series. Classes are held at Medaille College (18 Agassiz Circle, Buffalo, NY 14214) every Tuesday 5:45 p.m. to 8:30 p.m. Classes start in February. A savings of \$40.00

FOR MORE INFORMATION: 716-551-4301

Straight Talk Series

February 2, 2016

Business Plans I
Library Resources

February 9, 2016

Business Plans II
Elements of a Financial Plan

February 16, 2016

Business Ethics
Risk Management from the Legal Perspective

February 23, 2016

Affordable Care Act
Home-Based Business
New York State Taxes

March 1, 2016

Risk Management from the Insurance Perspective
Federal Taxes

March 8, 2016

Marketing Your Small Business
Getting Your Business Online

March 15, 2016

Social Media & Internet Marketing Secrets
Crowdfunding & Funding Your Small Business

March 22, 2016

Managing Your Credit Score
Funding Your Small Business Panel

Business Help You Can Use!



Available **throughout and after**
the conference programs

- One-on-one business counseling
- Business information booths
- Important contacts
- Networking opportunities
- Advisors available to answer **your** questions
- Straight talk from the professionals
- Free resource guide
- One-on-one credit counseling

Straight Talk Steering Committee Membership

Buffalo & Erie County Public Library
Buffalo Branch National Association for
the Advancement of Colored People
Buffalo Urban League
UB Center for Entrepreneurial Leadership
Department of Transportation State of New York
Erie County College City Campus
Erie County Medical Center Corporation
EEO County of Erie
Empire State Development Corporation
Erie County Commission on the Status of Women
Erie County Industrial Development Agency
Hispanic Heritage Council of WNY
LPCiminelli
M&T Bank
NYS Department of Taxation & Finance
Resource Planning Associates, Inc.
SCORE Buffalo Niagara
Small Business Development Center at Buffalo State College
PathStone Enterprise Center, Inc.



**Building Buffalo
with 20 years of**

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